

## **Historic, archived document**

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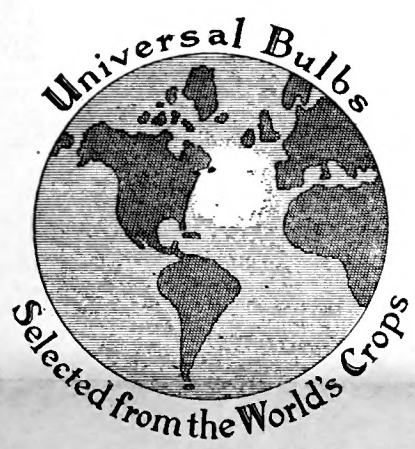
# Universal Bulb Corporation

GROWERS • IMPORTERS • EXPORTERS

N. R. CRONQUIST, PRESIDENT

TELEPHONE CHELSEA 2-1090  
CABLE ADDRESS: UNIBULBS, NEW YORK

134 WEST 26TH STREET  
NEW YORK CITY



## Lilies — 1939-1940

### LILIUM ALBUM SPECIAL STRAIN

Delivery—October onward

#### SEED STORES

Available for Autumn planting (the best time to plant Lilies) as well as for Spring. Better quality bulbs, with roots remaining, thus preserving their vitality, and not subject to decay. Packed in peat moss.

#### GROWERS

For growers we do not ship until January, allowing several months for cold storage. This strain excels for pot plants producing clean and healthy foliage and vigorous growth.

		Per Cs.	10 Cs. or More
7/ 8" circ.	Case of 125	\$16.50	\$16.00
8/ 9" "	" " 100	16.50	16.00
9/10" "	" " 75	16.50	16.00

(Cold storage charged extra at cost after Nov. 1)

### LILIUM ALBUM (Speciosum Album)

Delivery—December onward

		Per Cs.	10 Cs. or More
7/ 9" circ.	Case of 250	\$26.00	\$25.00
8/10" "	" " 200	26.00	25.00
9/11" "	" " 140	28.00	28.00
11/13" "	" " 90	30.00	30.00

### LILIUM AURATUM

Delivery—December onward

7/ 9" circ.	Case of 200	\$14.00
8/ 9" "	" " 170	14.00
9/11" "	" " 120	15.00
11/13" "	" " 70	16.00

### LILIUM AURATUM PLATYPHYLLUM

Delivery—December onward

Recommended for early Spring and Summer plantings. Far superior to Auratum.

		Per Cs.
7/ 9" circ.	Case of 200	\$21.00
8/ 9" "	" " 170	21.00
9/11" "	" " 125	21.00
11/13" "	" " 90	23.00

### LILIUM BATEMANIAE

Delivery—October onward

Apricot. Upright flowering; gracefully recurved petals. Unspotted. Blooms July-August. Height 3 feet.  
Per 100—\$18.00

### LILIUM BROWNI

Delivery—October onward

Creamy white trumpet streaked reddish brown on the outside. Wiry stems. Blooms June-July. Height 3-4 feet. Stem rooting.  
9/10" circ. Per 100—\$30.00

### LILIUM CANADENSE FLAVUM

Delivery—October onward

Golden yellow, broad funnel shaped, drooping flowers. Height 3-5 feet. Blooms June-July.  
Per 100—\$9.00

### LILIUM CANADENSE RUBRUM

Delivery—October onward

Red form. Color carries from red to orange. Spotted inside.  
Per 100—\$11.00

### LILIUM CERNUUM

Habit and growth of Liliun Tenuifolium but the color is deep lilac pink, spotted white. Fragrant. Stem rooting; blooms June to July; Height 2 feet.  
Top Size \$14.00 per 100

## LILIUM CONCOLOR

Delivery—October onward

Upright star-shaped flowers. Deep crimson flecked black at base of petals. Height 18 inches. Blooms July. Fine for Rock Garden use.

Per 100—\$12.00

## LILIUM CROCEUM

Delivery—October onward

Upright bell-shaped orange blooms carried in umbels on strong stems. Blooms outdoors June-July. Height 3 feet. 8/9" circ. \$12.00 per 100

## LILIUM DAURICUM (True)

Delivery—October onward

Scarlet spotted black; blooms July; Height 2½ feet. \$14.00 per 100

## LILIUM ELEGANS (Thunbergianum)

Delivery—October onward

A group of hardy dwarf Lilies. June-July blooming. Height 1½-2 feet. Stem rooting.

Per 100

Alice Wilson	
Bright lemon-yellow, finely spotted.....	\$16.00
Atrosanguineum	
Dark red; deep crimson at the center.....	14.00
Bicolor (Pictum)	
Orange, edged scarlet.....	14.00
Feukwam (Biligulatum)	
Red .....	14.00
Kinbusen	
Large flowers shading from crimson at the base to orange at the tips.....	14.00
Mahogany	
Deep glowing crimson. The darkest of all.....	14.00
Leonard Joerg	
Apricot, dark spots.....	14.00
Peter Barr	
Distinct in all respects from other Elegans varieties. Delightful yellow with large purple spots, borne on sturdy stems. Immense flowers.....	35.00

## LILIUM ERABU (True Erabu Island Grown)

Delivery—September onward

		Per Cs.	10 Cs. or More
6/ 8" circ.	Case of 400	\$18.50	\$18.00
7/ 9" "	" " 300	18.50	18.00
8/10" "	" " 220	18.50	18.00
9/10" "	" " 200	18.50	18.00
10/12" "	" " 130	21.00	21.00
11/13" "	" " 120	22.50	22.50

ASK FOR QUOTATIONS IN LARGER QUANTITIES

## LILIUM GIGANTEUM—Southern Grown

Delivery—October onward

		Per Cs.
6/ 8" circ.	Case of 400	\$18.00
7/ 9" "	" " 300	18.00
8/10" "	" " 225	18.50
9/10" "	" " 200	20.00
10/11" "	" " 150	22.00

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## LILIUM GIGANTEUM—Northern Grown

Delivery—October onward

\$1.00 per case higher than Southern Grown.

## LILIUM HANSONII

Deep orange-yellow, spotted brown. Thick petals. Fragrant.

Top size—\$20.00 per 100

## LILIUM HENRYII SPECIAL STRAIN

Delivery—October onward

(See comment on special strain Liliun Rubrum, which applies as well to Liliun Henryii)

		Per Cs.
8/9" circ.	Case of 100	\$13.50

## LILIUM HENRYII

Delivery—December onward

		Per Cs.	10 Cs. up
7/ 9" circ.	Case of 220	\$14.00	\$13.50
8/ 9" "	" " 200	14.00	13.50
8/10" "	" " 170	14.00	13.50
9/10" "	" " 150	15.00	14.50
9/11" "	" " 130	15.00	14.50
11/13" "	" " 80	16.00	15.00

ASK FOR QUOTATIONS IN LARGER QUANTITIES

## LILIUM KRAMERI (Japonicum)

Beautiful pink trumpet shaped flower carried on slender stems. Blooms June-July; Height 3-4 feet.

Top Size \$20.00 per 100

## LILIUM MAGNIFICUM (Speciosum

Magnificum)—Delivery—December onward

		Per Cs.	10 Cs. up
7/ 9" circ.	Case of 220	\$14.00	\$13.50
8/ 9" "	" " 200	14.00	13.50
8/10" "	" " 170	14.00	13.50
9/10" "	" " 150	15.00	14.50
9/11" "	" " 130	15.00	14.50
11/13" "	" " 80	16.00	15.00

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# Universal Bulb Corporation, 134 WEST 26th STREET, NEW YORK CITY

## LILIUM MARTAGON PURPLE

Delivery—October onward

Blooms outdoors in June. Base rooting. Plant not over 4" deep. Height 4-5 feet.

Top Size—Per 100—\$25.00

## LILIUM MARTAGON ALBUM (White Turkscap Lily)—Delivery—October onward

Waxy white flowers. Height 4-5 feet.

Per 100—\$40.00

## LILIUM PARDALINUM (Leopard Lily)

Delivery—October onward

Petals recurved, bright orange spotted with maroon at the center, shading to rich orange scarlet at the edges. Hardy. Height 5-7 feet. Blooms June.

Single Crown	Per 100	\$14.00
Double Crown	" "	16.00

## LILIUM PARDALINUM GIGANTEUM

(Sunset Lily)—Delivery—October onward

July flowering. 4-6 feet tall. Superior to Pardalinum.

5/6" circ.	Per 100	\$25.00
6/8" "	" "	35.00

## LILIUM PHILIPPINENSE FORMOSANUM

(Philippine Lily) Delivery—October onward

Summer Flowering Type

Blooms outdoors July-August; height 2 to 3 feet. Long flowers, trumpets narrower than Regals, and spikes sturdier. Outdoors, white within the trumpet, pink or purplish pink without. Indoors, forces nearly pure white.

	Per Cs.	Per 100
12/14 ctm. circ. Case of 300	\$14.00	\$5.50
14/16 " " " " 250	14.00	9.00

Autumn Flowering Type

Blooms outdoors September and continues flowering until frost; height 6 to 8 feet. **Perfectly Hardy.** Heavy stems; larger, wider trumpets than the Summer flowering. Stem rooting. Plant deep.

	Per Cs.	Per 100
10/12 ctm. circ. Case of 400	\$14.00	\$4.00
12/14 " " " " 300	14.00	5.50

## LILIUM RED STAR (Tenuifolium Red Star)

Habit and growth of the ordinary Tenuifolium but color is brilliant deep red.

\$10.00 per 100

## LILIUM REGAL

Delivery—October onward

		Per Cs.	10 Cs. up
4/ 5" circ.	Case of 500	\$11.00	\$10.00
5/ 6" "	" " 400	12.00	11.00
6/ 7" "	" " 300	13.00	12.00
7/ 8" "	" " 250	14.00	13.00
8/ 9" "	" " 200	14.00	13.00
9/10" "	" " 150	14.00	13.00
10/11" "	" " 100	16.00	15.00
11/13" "	" " 75	16.00	15.00

## LILIUM RUBRUM SPECIAL STRAIN

Delivery—October onward

SEED STORES

Available for Autumn planting (the best time to plant Lilies) as well as for Spring. Better quality bulbs, with roots remaining, thus preserving their vitality, and not subject to decay. Packed in peat moss.

GROWERS

For growers we do not ship until January, allowing several months for cold storage. This strain excels for pot plants producing clean and healthy foliage and vigorous growth.

		Per Cs.	10 Cs. up
7/ 8" circ.	Case of 125	\$10.50	\$10.00
8/ 9" "	" " 100	10.50	10.00
9/10" "	" " 75	10.50	10.00
9/11" "	" " 50	10.50	10.00

## LILIUM RUBRUM—Delivery—December onward

		Per Cs.	10-50 Cs.
7/ 9" circ.	Case of 220	\$14.00	\$13.50
8/ 9" "	" " 200	14.00	13.50
8/10" "	" " 170	14.00	13.50
9/10" "	" " 150	15.00	14.50
9/11" "	" " 130	15.00	14.50
11/13" "	" " 80	16.00	15.00

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## LILIUM SPECIOSUM ALBUM

See Liliun Album

## LILIUM SPECIOSUM MAGNIFICUM

See Liliun Magnificum

## LILIUM SPECIOSUM RUBRUM

See Liliun Rubrum

## LILIUM SUPERBUM

Delivery—October onward

Color varies from light orange to orange red, with dark spots. Bears from 15 to 30 flowers on a stalk. Height 5-6 feet. Blooms outdoors July-August.

\$12.00 per 100

## LILIUM TENUIFOLIUM (Miniature Rubrum or Coral Lily) Delivery October onward

Grows to a height of about 18". For forcing plant 50 in a deep Tulip flat. Plant very deep, 4-5 inches, as they root from the stem. Can be planted in the Winter and Spring; blooms in about 100 days. Outdoors in June.

			Per Cs.	Per 100
8/10	ctm. circ.	Case of 500	\$11.50	\$3.00
10/12	" "	" " 400	11.50	3.50
12/14	" "	" " 300	11.50	4.50
14/16	" "	" " 250	12.00	5.50

## LILIUM TENUIFOLIUM GOLDEN GLEAM

Delivery—October onward

The yellow form of Tenuifolium

Per 100—\$10.00

## LILIUM TIGRINUM SPECIAL STRAIN

Delivery—October onward

			Per Cs.	10 Cs. or More
6/7"	circ.	Case of 175	\$11.00	\$10.00
7/8"	"	" " 125	11.00	10.00
8/9"	"	" " 100	11.00	10.00

## LILIUM TIGRINUM

Delivery—December onward

			Per Cs.	Per 100
7/ 9"	circ.	Case of 200	\$14.00	\$ 7.00
8/10"	"	" " 170	14.00	9.00
9/11"	"	" " 130	14.00	11.00
11/13"	"	" " 80	14.00	-----

## LILIUM TIGRINUM FLORE PLENO (Double)

Delivery—October onward

Top Size \$8.00 per 100

## LILIUM UMBELLATUM

Delivery—October onward

Hybrids from Liliun Elegans, with large flower heads produced in umbels. Stem rooting type. Bloom June-July. Height 2-2½ feet. They flower abundantly with little or no care, and are available in a nice range of colors.

Per 100

### Apricot

Widely expanded flowers of delicate apricot yellow .....\$50.00

### Darkest of all

Large deep scarlet..... 35.00

### Erectum

Bright red with orange blotch, darker than Grandiflorum. Strong grower.

			Per Cs.	Per 100
6/7"	circ.	Case of 175	\$12.00	\$ 7.50
7/8"	"	" " 125	12.00	10.00
8/9"	"	" " 100	12.00	-----

### Golden Fleece

Magnificent rich golden yellow. New.....\$50 per 100

### Grandiflorum

Orange, petals shading to red at tips.

			Per Cs.	Per 100
6/7"	circ.	Case of 175	\$11.00	\$ 7.50
7/8"	"	" " 125	11.00	10.00
8/9"	"	" " 100	11.00	-----

### Sappho

Per 100—\$7.00

### Splendidum

Per 100—\$8.50

### Vermillion Brilliant

Per 100—\$15.00

## LILIUM WILLMOTTIAE

Orange red flowers with recurved petals. Graceful slender foliage; very free flowering; blooms July-August; Height 3 to 6 feet.

\$15.00 per 100